

Department of Minnesota

Veterans of Foreign Wars 2015 - 2016

Membership Program



We are at unique and exciting cross-roads. The Veterans of Iraq and Afghanistan have returned home and settled into a routine. They see the value in the bond between service members and are looking to re-connect. Veterans from Vietnam, Panama, Granada and the first Gulf War are at a point where they may wish to seek benefits and haven't previously found the time, or perhaps the value, in being connected with the VFW. It's exciting to see our organization continue to grow and re-shape to meet this demand. It's exciting to welcome new sisters and brothers into the VFW!

Our job is a little harder than most organizations in that our target audience spans multiple age groups, races, and both sexes. Yes, we've all served, but 18-25 year-olds don't receive their information the same way 60 year-old people do. Facts are facts.

There are some VSO's who've come close to cracking this code and proven themselves extremely successful at reaching the Post 9/11 Generation as a target audience. However, it starts with acknowledging the notion that we actually have a target audience instead of blindly sending out mass mailings and electronic newsletters. We can no longer assume that the programs and services we provide appeal to all Veterans. Next, we need to attain a high level of situational awareness about where our target audience is consuming information. These men and women have done amazing things in chaotic settings; many still use smartphones and check their Facebook feeds the way their civilian counterparts do. Finally, measure your results and test your hypothesis. If you're not reaching your intended group, adjust your fire.¹

¹Belot, MPA, T. (2015, April 7). Veterans and Communication. Retrieved April 14, 2015.



One Voice, Your Voice, together with our voice, we can make a difference in Veteran's lives. The voice of the VFW is strongest when it's heard as many. Each Veteran has a voice and all Veterans are committed to using their voice to protect the promises made by our government.

Each new member starts when two people start a dialogue, offer an invitation, and follow-through with on-boarding. If our past actions have proven anything, it should be that we can't continue to do what we have done before because it is not working.

We need to take a new holistic approach to where we need to go and focus all our resources there. There are many new Veterans organization out there and below are just a few. We should spend time learning what they are about and how we can partner as a collective group.

Team Red, White, and Blue (RWB) is a post 9/11 Veterans club. It is made up of Veterans from all branches, backgrounds and generations, to include family, kids, and non-Veterans alike. Team RWB focuses on physical activities: from walking, running, cycling, and bowling. To social activities like barbeques and community service: from helping remodel shelters for homeless Vets to highway clean up. It is about building genuine relationships in a positive environment

The divide between the all-volunteer Post 9/11 Generation and the broader community has never been more extreme then now. **The Mission Continues** is a national nonprofit organization that takes Post 9/11 Veterans and “redeploys” them in the community, so they can continue serving. Through a 6-month paid fellowship, Veterans volunteer at host organizations like: American Red Cross, Mothers Against Drunk Driving, and the VFW. The outcomes are twofold: the Post 9/11 Veteran is able to serve in the community and be recognized for their skills and experiences attained through military service. Secondly, the transitioning Veteran builds a professional network, adds civilian work to his or her resume, and a stipend during the period of service. Finally, once their fellowship has ended the Post 9/11 is invited to continue serving their community in one of The Mission Continues Service Platoons.

Here is our focus. How do we get them to engage? Whoever finds the answer will solve our dilemma.

Realistic Growth and Retention

Describe expectations for growth for small, medium and large posts. Together we all push the cart and we all win.

Below is what Department determined as a Post size based on the average size Post we currently have in the state:

- Small (1-175).
- Medium (176-400)
- Large (401 +)

To access MEMSTATS from National:

1. www.vfw.org

2. select 

3. if you don't have an account, you will need to set one up

CREATE AN ACCOUNT

To create an account with our Online Membership System, click the link below to begin.

[» Create an Account](#)

4.

5. if you have an account



Email Address:

Password:

[GO >>](#)

6.

7. go to  click on it

8. now you can pick from what statistics you want. Post, District, Department

MEMBERSHIP STATISTICS

[Post Statistics](#) | [District Statistics](#) | [Department Statistics](#) | [Division Statistics](#) | [National Membership Report](#) | [Dept SO Query](#)

9.

2015 - 2016 Leaders Planning and Scheduling Guide

(Tentative)

Please do not schedule district meetings that conflict with this schedule.

DUES NOTICE SCHEDULE: 90-60-30 Day Reminders

It is requested that Districts have a District meeting before **10 AUGUST 2015**

2015	Convention/OTI	10-14 Jun	Plymouth (Crowne Plaza)
2015	C of A	10-11 Jul	Spring Lake Park, MN
2015	Nat'l Conv.	18-22 Jul	Pittsburgh, PA
2015	State Fair (Tate Doom)	22 Aug -01 Sep	St. Paul
2015	Nat'l Pres. Homecoming	17-20 Sep	Anchorage, AK
2015	Fall Conf.	24-27 Sep	St. Cloud- E (Kelly Inn)
2015	Cmdr-in-Chief Homecoming	01-03 Oct	Pittsburgh, PA
2015	Big 10	16-18 Oct	Bettendorf, IA
2016	Midwinter	21-23 Jan	Minneapolis (Marriott)
2015	Nat'l Voice of Democracy	27 Feb -02 Mar	Washington D.C.
2016	Leg Conference	28 Feb -03 Mar	Washington D.C.
2016	Veterans Day on the Hill	TBD _____	St Paul
2016	Convention/OTI	8-12 Jun	Rochester
2016	Nat'l Conv.	23-27 Jul	Charlotte, NC
2017	Nat'l Conv.	22-26 Jul	New Orleans
2017	Big 10		Minnesota
2018	Nat'l Conv.	21-25 Jul	Kansas City



POST AWARD

HIGHEST MINNESOTA MEMBERSHIP PERCENTAGE AND NUMERICAL GAIN -POST

A certificate plus a stipend of \$100 to go into the Post Relief Fund will be awarded at the State Convention honoring the Highest Membership Percentage and Numerical Gain by a Post in Minnesota in 2016.

DEADLINE: 16 May 2016 (Memstats data)

MOST NEW AND/OR REINSTATED MEMBERS - POST

A certificate plus a stipend of \$100 to go into the Post Relief Fund will be awarded at the State Convention honoring the Minnesota Post with the most NEW and/or REINSTATED members for 2016.

DEADLINE: 16 May 2016 (Memstats data)

MOST LIFE MEMBERS RECRUITED-POST

A certificate plus a stipend of \$100 to go into the Post Relief Fund will be awarded at the State Convention honoring the Minnesota Post that has recruited the most Life members during the current membership year. Minimum number of members recruited to qualify is 15.

DEADLINE: 16 May 2016 (Memstats data)

MOST YEARS OF CONSECUTIVE MEMBERSHIP GROWTH -POST

A plaque plus a stipend of \$100 to go into the Post Relief Fund will be awarded at the State Convention honoring the Post with the Most Years of Consecutive Membership Growth. In addition, certificates will be awarded to the next four (4) Posts with the Most Years of Membership Growth. Based upon ACTUAL 30 June 2015 totals.

DEADLINE: 16 May 2016

Contest winners will receive a citation along with a \$100.00 award to be placed into Posts Relief Fund to help needy Veterans with membership.

MISCELLANEOUS AWARDS

1. The District with the highest membership percentage, (must attain 100% to qualify) as of 1200 hours on the Friday of the State Convention event will receive the State Membership Flag (Big Red) to be held until the next State Convention. If there is no District qualifying for the Big Red Flag, it will stay at the Department Headquarters. (This award is based upon reporting available at Memstats data and transmittals received at the first Council of Administration meeting at the State Convention.)
2. A plaque will be awarded to the District Commander with the HIGHEST membership percentage as of 16 May 2016. (Must be 95% to qualify based on Memstats data)
3. A plaque will be awarded to the District Commander with the HIGHEST numerical gain of membership based on Memstats prior year as of 16 May 2016.
4. There may be an ALL-State District Commanders team. To qualify the district must be at 100% membership
5. All members that recruit 7 new/reinstate members will receive a \$100 stipend.
6. Post Commanders - Special 100% in membership by Midwinter Conference the Post Commander will receive a \$100 stipend
7. All awards and monies will be handed out only to the members that qualify at the state convention on Saturday 11 June 2016 during the Business Session.



Ambassador Program

The definition of an ambassador is an authorized representative or messenger. This is what each member of the Veterans of Foreign Wars becomes when we engage potential members. We all represent this great organization and we all have the ability to recruit even during mundane tasks like going to the grocery store.

Organized recruiting events offer an opportunity to be in front of potential members in venues where they are seeking information. Every local auto, gun, craft, wedding, employment show/fair offers an opportunity to host an information booth. These are great opportunities to recruit new members and re-engage with members who have not been active with their local post for a while.

Each event a Post or District attends, the Department will pay up to \$150.00 towards the cost of the space, or the actual cost, whichever is less.

To claim reimbursements send the event receipt to the Department Quartermaster. Please also carbon copy (cc via email) the Department Membership Chair. Including digital photos is greatly appreciated!

Department has banners, table cloths and pamphlet / flyers available for your event. How to reserve a booth and materials: Email, send a letter or stop at Department Headquarters and talk to Tate. Email: tatemnvfw@vfwmn.us

While attending the event it is recommended that three people be on-hand to work the booth. Plan on discussing how your post supports the following programs and why they are important to the community. (Department will dispatch a **Knowledgeable Past State Commander** upon request to help work the program.)

Veterans Services	VFW Action Corp
Legislative Services	Voice of Democracy/Patriots Pen
National Military Services Recognition	Firearm Safety instruction for youth
Buddy Poppy	Americanism and Flag education
National Security & Foreign Affairs	Community Service

2015 - 2016 Post Membership Contest

(3 Awards)

There will be three drawings at the Department office on 16 May 2016 to present 3 Posts a \$1,000 award to enable 1 person to attend the 2016 National VFW Convention in Charlotte N.C, DATES 23-27 July 2016.

REQUIREMENT: Each person must attend the national convention in order to receive the \$1,000 award. Each person must recruit seven new or reinstated members. The winners must be prepared to accept and commit to receiving this award when drawn or the drawing will continue until a committed member is selected.

****This award is less any stipend from Department or National. For example: National is providing attendee a \$599 stipend, Department will provide an additional \$401 so the total reaches \$1,000.**

16 May 2016 Officers Members contest information

There will be one Post selected within each of the three categories (listed on page 4) by drawing from the pool of eligible Posts. A total of 3 Posts will be selected.

2015 - 2016 District Membership Contest

All District Commanders, District Sr. Vice Commanders and District Jr. Vice Commanders that achieve 100% will receive a \$500 award to attend the 2016 National VFW Convention in Charlotte North Carolina, 23-27 July 2016.

Requirement: Each winning District Officer winner must attend the 2016 National VFW Convention to be eligible to receive the \$500 award. Each officer must have recruited 7 new/reinstated members.

The deadline for this contest is 10 June 2016 and will be determined by Memstats data as of 10 June 2016.

2015-2016 ALL-STATE POST COMMANDER POINT SYSTEM

Up to Twenty (20) Department of Minnesota All-State Post Commanders will be selected. Each will receive a special lapel pin, All-State Post Commander's WHITE hat and a \$25 check toward State Convention expenses (The check is issued only if in attendance at the joint awards session of the State Convention).

Judging of the All-State Team of Post Commanders will be based on points earned in the following categories: Membership, Community Activities, Poppies, Voice of Democracy, Meeting Attendance, Past Performance, Legislative, Loyalty Day and Hospital Program. In order to be the ALL-State Captain you must attend the banquet at the State Convention, if the Captain is not present it will go to the next person in line that attended the banquet.

MEMBERSHIP

Points for reaching 100% Membership based on (go to www.vfw.org) MEMSTATS' "Prior Year" totals are as follows:

Prior Year Post Size	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Bonus Pct. for 100%
Category I (25-75)	12	10	8	6	4	3	2	1	9.00
Category II (76- 175)	13	10	8	6	5	3	2	1	4.00
Category III (176- 400)	14	11	9	7	6	4	3	2	2.00
Category IV (401-700)	15	12	10	8	7	5	4	3	1.25
Category V (701-1,000)	16	13	11	9	8	6	5	4	1.00
Category VI (Over 1,001)	17	15	13	11	9	8	7	6	0.50

PERFORMANCE POINTS:

OFFICERS TRAINING INSTITUTE (OTI)

All Commanders will receive five (5) additional points if they attend OTI or attend a Department Sponsored OTI at a District Meeting. You will receive an additional five (5) points if your Post Quartermaster does the same and an additional one (1) point if any other Post Member attends.

COMMUNITY ACTIVITIES

STATE REPORTING - One (1) point may be earned each month (from April to March) in which a creditable Community Activities Report is received **ON TIME**, from the Post or Auxiliary. A bonus of three (3) points may be earned if a Post or Auxiliary completes all twelve (12) reports. A Post may earn three (3) points for being credited from Department VFW Headquarters in Americanism, three (3) points for being credited in Safety, and three (3) points for being credited in Youth Activities.

VOICE OF DEMOCRACY/PATRIOT'S PEN

A Post may earn three (3) points by submitting one (1) Voice of Democracy tape and completed entry materials into the District Voice of Democracy competition. A Post may also earn three (3) points by submitting one (1) Patriot's Pen Essay and completed entry materials into the District Patriot's Pen competition.

TEACHER OF THE YEAR

A post may earn up to three (3) points by submitting a teacher of the year nomination per category to district teacher of the year competition. One point will be award for each of the following categories, K-5, 6-8, 9-12.

POPPY PROGRAM

Eight (8) points may be earned by ordering poppies in 2016 at least equal to the average purchase over the last 3 years. Two (2) points may be earned for purchasing poppies in excess of last year's purchase (250 Poppies over). One (1) point may also be earned for entering the District Poppy Display Contest. Ten (10) additional points may be earned for ordering at least ten (10) Buddy Poppies per Post member.

LEGISLATIVE

Five (5) points may be earned by sending introductory letters to each of your U.S. Representative, three (3) U.S. Senators, State Representative and State Senator. Send copies of each letter to the Department Headquarters. One point per legislator.

POST SERVICES

Three (3) points may be earned by appointing a Post Service Officer and reporting it on your Election Report

HOSPITAL PROGRAM

One (1) point will be awarded for submitting five (5) Hospital reports on the Community Service Report form.

MEETING ATTENDANCE

Three (3) points may be earned for attending the State Fall Conference. Three (3) points may be earned for attending the State Midwinter Conference. Five (5) points may be earned for attending ALL your District Meetings. Post Commanders or Representative MUST attend all scheduled District meetings to be eligible for All-State Honors. THIS MUST BE DOCUMENTED BY THE SIGN-IN SHEETS PROVIDED AT ABOVE MENTIONED CONFERENCES AND MEETINGS... NO EXCEPTIONS!

Absolute requirement to be considered for the All-State Team of Post Commanders:

- **Post Commanders or Representative MUST attend all scheduled District meetings to be eligible for All-State Honors.**
- **You will need 100% based on "Prior Year's" Membership by April, 2015**
 - **A letter will be sent to Post Commanders obtaining 100% based on "Prior Year's" membership.**
- **Five (5) Hospital Reports**
- **Submitted copy of "Proof of Eligibility"**

*****EACH POST MUST RECRUIT FIVE (5) New/Reinstate members to qualify*****

All Post Attaining 100% will be considered for ALL STATE Honors

2015 – 2016 ALL-STATE POST QUARTERMASTER POINT SYSTEM

Up to Twenty (20) Quartermasters will be selected by the Department of Minnesota, VFW and honored along with the All-State Team of Post Commanders at the Department Convention. Each honored Quartermaster will receive his/her choice of cap or pin and a check for \$25.00 toward his/her Convention expenses (The check is issued only if in attendance at the joint awards session of the State Convention).

Post Quartermasters must attend all District Meetings.

The following points will be tabulated in the judging of the All-State Team of Post Quartermasters.

You must qualify in all the following categories.

Prior Year Post Size	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	Bonus Pct. for 100%
Category I (25-75)	12	10	8	6	4	3	2	1	9.00
Category II (76- 175)	13	10	8	6	5	3	2	1	4.00
Category III (176- 400)	14	11	9	7	6	4	3	2	2.00
Category IV (401-700)	15	12	10	8	7	5	4	3	1.25
Category V (701-1,000)	16	13	11	9	8	6	5	4	1.00
Category VI (Over 1,001)	17	15	13	11	9	8	7	6	0.50

POINTS FOR REACHING 100% OF "PRIOR YEAR" MEMBERSHIP IN THE MONTH AND CATEGORY LISTED BELOW:

NOTE: To receive the above points, you must make 100% of "Prior Year" membership by the end of the listed months. As a Post Quartermaster, you can access your "Prior Year" total on MEMSTATS (www.vfw.org) after 1 September 2014--- or contact Department Headquarters.

PERFORMANCE POINTS:

NEW AND REINSTATES

There will be one point awarded for every New and Reinstated member AFTER Post achieves 100% of "Prior Year" Membership. These points will be awarded from September to April only.

AUDITS

There will be ten (10) points for Post Trustees Report of Audit turned into Department Headquarters within thirty (30) days of the close of the quarter. (This will only apply to the quarters ending in September, December and March.) There will be five points (5) for Audits turned in to Department Headquarters within forty-five (45) days of the close of the quarter. Exceptions will be made to those Posts that are unable to meet deadlines because of special bookkeeping procedures ... but will have to be verified by all three Post Trustees and the Post Commander in writing.

MEETING ATTENDANCE

Three (3) points may be earned for attending the State Fall Conference. Three (3) points may be earned for attending the State Midwinter Conference. Five (5) points may be earned for attending ALL your District Meetings (Post Quartermasters or Post Representative MUST attend all District meetings to be eligible for ASPQM). THIS MUST BE DOCUMENTED BY THE SIGN-IN SHEETS PROVIDED AT ABOVE MENTIONED CONFERENCES, MEETINGS AND PICK-UPS!!!

ADDITIONAL POINTS:

There will be additional points, maximum of TEN, for overall performance throughout the year. These points are as follows:

ASSESSMENTS

Three (3) points for paying your Hospital/Campership within 90 days of July 1st. One (1) point if your Hospital/Campership is paid before December 30th.

BONDING

Three (3) points if your Quartermaster/officer Bond payment reached or was recorded at Department Headquarters before October 15th.

POST COMMANDER ALL-STATE

Four points will be added to your score after the judging of the All-State Team of Post Commanders ... if YOUR Commander is selected to that Team.

In April you will receive a letter.

**— This letter will only be sent to those Posts
achieving 100% of "Prior Year" Membership!!!**